

ABSTRACT OF THE DISCLOSURE

An information processing apparatus has a display device which can control display brightness, a unit for controlling the display brightness of the display  
5 device according to a peripheral environment, a unit for inputting an operation input, and a unit for switching brightness control of the display device by the unit for controlling display brightness to brightness control by another unit for controlling  
10 display brightness, and, when inputting a predetermined operating instruction, the unit for switching brightness control of the display device to another brightness control temporarily switches the brightness control of the display device from brightness control  
15 by the unit for controlling display brightness to brightness control in accordance with the predetermined operating instruction.